To: Consumer Electronics Association (<u>ckelly@wileyrein.com</u>)

Subject: U.S. TRADEMARK APPLICATION NO. 85702202 - BRAND MATTERS

- 740250018 - Request for Reconsideration Denied - Return to TTAB

Sent: 9/3/2015 9:33:31 AM

Sent As: ECOM105@USPTO.GOV

Attachments: Attachment - 1

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Attachment - 3

Attachment - 4

Attachment - 5

Attachment - 6

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UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

U.S. APPLICATION SERIAL NO. 85702202

MARK: BRAND MATTERS

85702202

CORRESPONDENT ADDRESS:

CHRISTOPHER KELLY WILEY REIN LLP 1776 K ST NW WASHINGTON, DC 20006-2304 GENERAL TRADEMARK INFORM http://www.uspto.gov/trademarks/inc

VIEW YOUR APPLICATION FILE

APPLICANT: Consumer Electronics Association

CORRESPONDENT'S REFERENCE/DOCKET NO:

740250018

CORRESPONDENT E-MAIL ADDRESS:

ckelly@wileyrein.com

REQUEST FOR RECONSIDERATION DENIED

ISSUE/MAILING DATE: 9/3/2015

The trademark examining attorney has carefully reviewed applicant's request for reconsideration and is denying the request for the reasons stated below. *See* 37 C.F.R. §2.63(b)(3); TMEP §§715.03(a)(ii)(B), 715.04(a). The following refusal made final in the Office action dated 10/02/2014 is maintained and continues to be final: *the Section* 2(d) *likelihood of confusion refusal. See* TMEP §§715.03(a)(ii)(B), 715.04(a).

In the present case, applicant's request has not resolved all the outstanding issue(s), nor does it raise a new issue or provide any new or compelling evidence with regard to the outstanding issue(s) in the final Office action. In addition, applicant's analysis and arguments are not persuasive nor do they shed new light on the issues. Accordingly, the request is denied.

In its Request for Remand, applicant has instructed the examining attorney to delete applicant's services in International Class 041 in their entirety from the application and to proceed with the services in International Class 035 only, in an attempt to overcome the refusal.

This is insufficient as the Section 2(d) likelihood of confusion was not limited to applicant's services in International Class 041 only. Rather the refusal pertained to both of the Classes that were specified in the application at the time the Final refusal was issued. Specifically, the remaining services in International Class 035, "organizing, promoting and conducting a tradeshow in the electronics industry featuring information and exhibits of particular interest to the marketing and advertising community; business networking opportunities to members of the marketing and advertising community and consumer electronics industry; providing consumer product and services information of interest to the marketing and advertising community in the field of consumer electronics technology" are highly related to registrant's services and the marks are virtually identical.

As discussed in the Final Office Action, applicant's mark and registrant's marks contain the identical and only terms "BRAND MATTERS". The only difference is that registrant's mark depicts the terms as unitary "BRANDMATTERS", and applicant depicts the mark as two separate terms "BRAND MATTERS". However, this slight difference in spelling is insufficient to alter the highly similar commercial impression between these marks. In this case, the applicant's mark and registrant's mark are essentially identical and applicant's mark does not create a distinct commercial impression because it contains the same common wording as the registered mark, and there is no other wording to distinguish it from the registered mark.

Further, the services are highly related and overlapping. Applicant's services comprise " organizing, promoting and conducting a tradeshow in the electronics industry featuring information and exhibits of particular interest to the marketing and advertising community; business networking opportunities to members of the marketing and advertising community and consumer electronics industry; providing consumer product and services information of interest to the marketing and advertising community in the field of consumer electronics technology". The registrant provides "WORKSHOPS, LECTURES, SEMINARS AND CONSULTING SERVICES IN THE FIELDS OF STRATEGIC PLANNING, MARKETING, CUSTOMER RESEARCH AND EQUITY MEASUREMENTS".

As discussed in the previous Office actions, the registrant's identification of services is broadly drafted and its educational services providing workshops and seminars, and its broadly worded "consulting" in the fields of "strategic planning", "marketing" and "customer research" are not limited to a particular field of marketing services or field of users. Thus, registrant's services could include the applicant's field

of marketing with respect to consumer electronics and/or provision of tradeshows. Further, the attached additional excerpts from third party websites shows numerous instances of tradeshows, business networking and educational training in the field of marketing provided together. For example, marketing associations provide conferences or tradeshows which include educational classes/seminars on marketing and also feature business networking opportunities. As well, tradeshows may also feature educational components about marketing. Thus, these types of services are encountered together under similar circumstances such that offering these services under confusingly similar marks would lead to the mistaken belief that they come from, or are in some way associated with, the same source. *In re Iolo Techs., LLC*, 95 USPQ2d 1498, 1499 (TTAB 2010); *see In re Martin's Famous Pastry Shoppe, Inc.*, 748 F.2d 1565, 1566-68, 223 USPQ 1289, 1290 (Fed. Cir. 1984); TMEP §1207.01(a)(i).

See for example:

ASI Show:

http://www.asishow.com/About/index.html

ASI Education:

http://www.asicentral.com/asp/open/education/certificationprogram.aspx?id=cp

Advertising club of New York:

http://www.theadvertisingclub.org/content/iab-ad-club-networking-social

http://www.theadvertisingclub.org/events

http://www.theadvertisingclub.org/professional-development

American Marketing Association:

https://www.ama.org/events-

training/Training/Pages/Events%20Training.aspx?k=%20ContentType:%22AMATrainingPage%22

 $\underline{https://www.ama.org/search/pages/results.aspx?k = conferences}$

DC Ad Club:

http://www.dcadclub.com/about

http://www.dcadclub.com/program-events

MediaPost:

http://www.mediapost.com/omma-sxsw/

http://www.mediapost.com/omma-sxsw/specialevents/

http://www.mediapost.com/mastersofmediaselling/

Puget Sound AMA:

http://www.psama.org/events/in-the-know-networking/

http://www.psama.org/events/other-local-events/

CES:

http://www.psama.org/about-us/

http://www.cesweb.org/Conference/What-to-Expect

http://www.cesweb.org/Events-Programs/Advertising-Marketing

Further, a plain reading of the services specified in the registration does not include any limitation or reference to registrant's services being provided only to "businesses and not to advertising and marketing professionals". Neither does a plain reading of registrant's services denote any limitation that registrant's services are only directed to "brand owners" or show that the respective services are directed to different classes of purchases through different trade channels as applicant contends.

Therefore, as the marks are virtually identical and as the services are closely related, potential purchasers could thus reasonably assume, due to the overall similarities in sound, appearance, connotation, and commercial impression of the respective marks, that applicant's services provided under the "BRAND MATTERS" mark constitute a new or additional service line from the same source as the registrant's services provided under the "BRANDMATTERS" mark with which they are acquainted or familiar, and that applicant's mark is merely a variation of the registrant's mark. *See, e.g., SMS, Inc. v. Byn-Mar Inc.* 228 USPQ 219, 220 (TTAB 1985) (applicant's marks ALSO ANDREA and ANDREA SPORT were "likely to evoke an association by consumers with opposer's preexisting mark [ANDREA SIMONE] for its established line of clothing.").

Therefore, the Final Section 2(d) likelihood of confusion refusal is continued and maintained.

As applicant has already filed a timely notice of appeal with the Trademark Trial and Appeal Board, the Board will be notified to resume the appeal. *See* TMEP §715.04(a).

CLASS DELETED

As requested in applicant's Request for Remand, the application is amended to delete International Class 041 in its entirety from the application. *The application will proceed with the services in International Class 035 only.* TMEP §§1402.01, 1402.01(e).

/Lee-Anne Berns/ Examining Attorney Law Office 105 571-272-8982 lee-anne.berns@uspto.gov



A trade show elevator speech must be rehearsed so all booth staff can consistently, effectively, and effortlessly deliver the same message to every booth visitor in thirty seconds or less. An effective trade show "elevator speech" includes the following:

- Describes the features and benefits of the product/service
- Explains how the product/service helps and serves its users
 Highlights why it is better than its competitor's product/service

Pre-show Marketing

- Allocate a percentage of your trade show budget for pre-show marketing to attendees. Send a pre-show postal mailing and/or e-mail promising something exclusive to show attendees who visit your booth.
- Include the show name and booth number as part of your phone voice mail message 60-90 days before a show.
- Include the show name and booth number as part of your signature on e-mails 60-90 days before a show.

Staff Training

- Provide your booth staff with proper training to represent your product/service.
- Develop written talking points for booth staff to rehearse so they can deliver a uniform message to trade show attendees.
- Share your trade show goals and objectives with your booth staff so they know your expectations and help you achieve them.

During the Show

- Staff your booth with people who are good listeners, not just good talkers • Introduce yourself and say, "I'm (name) with (company) and we (10 words of less
- description)."
- . Explain how your product/service helps and serves its users
- Highlight why your product/service is better than that of your competitors.
- Describe both the features and benefits of your product/service
- Use wireless laptops and cell phones to follow up on HOT trade show leads DURING the show instead of after the show.
- Deliver your booth presentation in seven minutes or less.
- Attend trade shows with the goal of meeting as many people as possible and staying in touch via social media.
- Understand that not everyone at a trade show is a prospect.

in this course, the cost will be the ame as for a larger group

Please call us at 770-640-9918 or Email to discuss your interest.

Related Training

 Trade Show Marketing Training

About the Instructor

Tim Berkesch is the Director of Sales for Vector Displays.

His perspective was formed by the following experiences:

- Attending and exhibiting at trade shows and conferences
- Training sales and booth personnel how to get the most out of their trade show experiences
- Consulting to organizations on how to select booth spaces and sizes, design, booth properties, and handle the logistics of the complete trade show experience

He can be reached by e-mail at Tim@VectorDisplays.com.

Follow Tim on Twitter.

Connect to him on Linkedin.

General Trade Show Participation Advice Follow us on Focus on shows that generate leads you can close within a year of the show. Aim for at least 50 square feet of open space for each booth staffer. Complete your show paperwork correctly, and submit it before the advanced rate deadline to RT @roxanamjones: Don't give to get. Give to inspire others to give. ~Simon Sinek #GivingTuesday RT @isazapata via @2morrowknight save money. Bring small boxes of literature directly to the show site-shipping them in advance will result in hefty material handling/drayage charges. RT @adamsconsulting: How to Make a Complete Backup of Your #Twitter Account ~ bit.ly/14owUk0 (on @shoutmeloud) pic.twitter.com/WraZ6wul5W€ RT @TonyMackGD: 28 Graphic Design Terms Every Marketer Should Know [Infographic]: "Could you take a look ... bit.ly/1JVV4Gg #Marketing€ RT @Promote 4 You: Vector Displays âé" Your partner to make your Trade Show a Success! promote4you.eu/vector-display…a5 vi@VectorDisplaysys http://tpic.twitter.com/V2OlmmarFbcat RT @AaronMSanchez: How to Optimize Your Brand's Presence on LinkedIn twib.in/l/8RbezXXMp7X | twibble.io pic.twitter.com/1tChmhlGu0



- What is my budget range for this project and what costs does this budget cover?
 How many times or how often do we plan to use this trade show booth?
- What components will the interior of this trade show exhibit contain?
 What is the profile of our target customer at the shows we will attend?

- What specific goals do we have for the shows we plan to attend?
 What are the three strongest impressions we want our trade show booth to create for attendees at shows?
- What are the three impressions we do NOT want our trade show booth to create at
- What factors should our trade show exhibit builders consider so they can provide us with the best options and the best price?

Q: How do you suggest that exhibitors contact trade show attendees before, during, and after the show to engage in effective trade show $% \left(1\right) =\left(1\right) \left(1\right$ marketing?

A: The following are some of the pre-show activities that we use in our trade show marketing program to attract traffic to our clients' trade show exhibits:

- E-mail announcements to customers and prospects of upcoming presence at a show and trade show booth number location
- Mail announcements to customers and prospects of upcoming presence at a show and trade show booth number location

 Invitations to claim a useful, business-related gift at the trade show booth

- Announcements of show and trade show booth presence on client's Web site
 Company personnel mentioning the trade show and trade show booth in telephone conversations with clients and prospects
- Announcements mentioning the trade show and trade show booth in company mailings and with invoices
- Messages that are part of voicemail on the clients' employees' phones

The following activities are some of the trade show marketing we do during trade shows:

- Encouraging prospects to follow our clients on social networks likes Linkedin, Twitter. and Facebook
- Posting messages on Linkedin, Twitter, and Facebook connecting with the prospects
- Calling and/or e-mailing prospects even before the show ends from smartphones and





10 Ways to Show Love to Your Event Attendees po.st/AKN2aJ via @EventMB RT @gracenote

#eventprofs

9 Ways to Encourage Exhibitors to Go Green bizba.sh/1FEU83PRT @BizBash #tradeshows

#eventprofs

Trade Show Display Gallery











wireless laptops

After the trade show, we use the following trade show marketing activities to follow up with prospects:

- Calling and/or e-mailing prospects again
- Contacting the prospects periodically over the next several months with a combination of telephone, e-mail, fax, mail, and messages on social networking sites

We recommend documenting all activities in a manual or automated sales force automation or customer relationship management database.

Q: I notice that your company is headquartered in Atlanta. Do you really do business worldwide?

A: Although we are located in Atlanta, we do provide services to clients worldwide through our relationships with specialty partners around the world. There are some remote areas we do not service for various economic or political reasons. However, since we are Atlanta-based, we can often offer additional price discounts to those organizations who are exhibiting at a show, event, or exhibition in Atlanta and the southeastern United States.

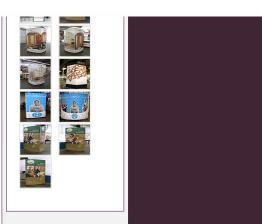
Q: What payment options do you provide?

A: Cypress Media Group accepts checks, money orders, cashiers checks, Visa, MasterCard, and American Express cards and electronic fund transfers to our accounts.

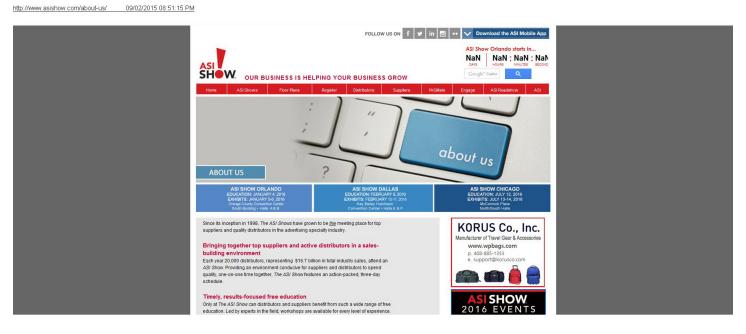
Q: Can you recommend other trade show marketing resources?

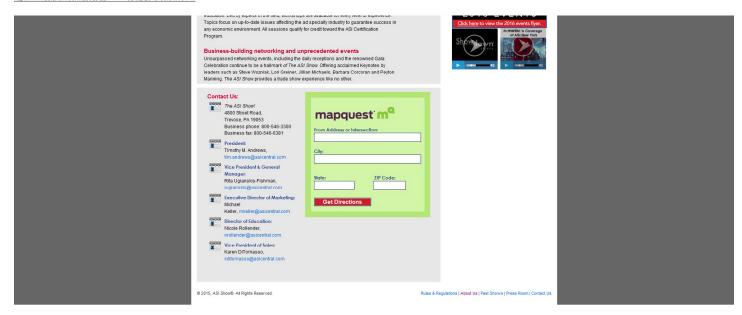
A: Yes. Listed below are other trade show marketing resources that might help you.

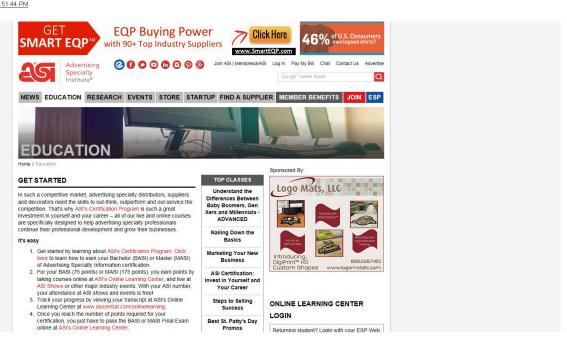
- Offer trade show marketing training to those who staff your trade show exhibit booth.
- Read an article entitled, <u>Six Ways to Move Trade Show Attendees from the Aisles into your Booth</u>



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MASI certification recognizes
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knowledge and experience.



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Wearables Crash Course

Customer Service Tactics to Increase Sales and Snag Market Share

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Building Client Relationships

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Perfect Your Closing Skills

Unique Decoration Fechniques: Chenille, Heat Transfers and Crystals

How to Hire the Best Customer Service

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If you don't already have an account with ASI's BASI/MASI Certification Program, click here to register. If you're not sure whether you have an existing account, e-mail asieducation@asicentral.com.

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Building Profitable Client Relationships Turn one order into repeat business and

more Lesson | Workbook

Managing Your Business
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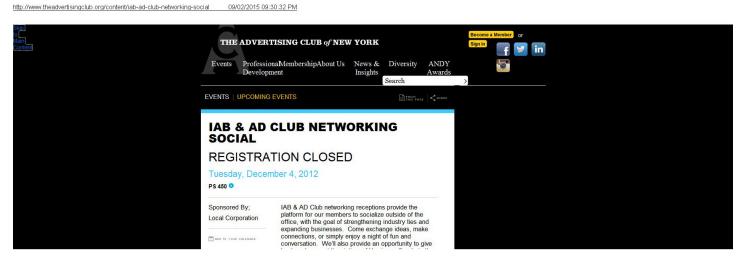
Creative Program Case Studies Direct-mail campaigns, special events and more Lesson | Workbook

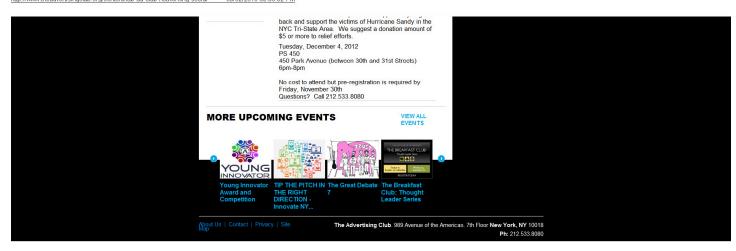
Wearables Crash Course
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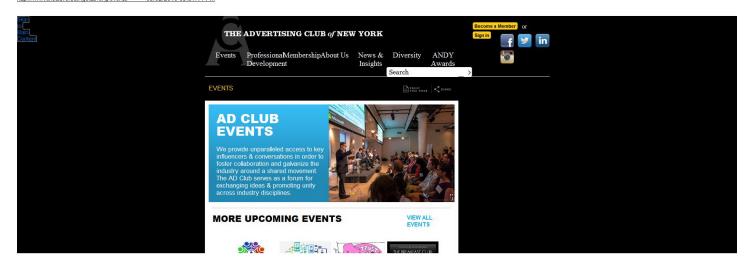
Promotional products, also known as ad speciallies, make up a \$20.5 billion dollars industry and are used by virtually every business in America. Why? Items like mugs, pers and t-shirts are memorable and provide a better cost per impression for advertisers than almost every major marketing effort like prime time TV, magazines and radio.

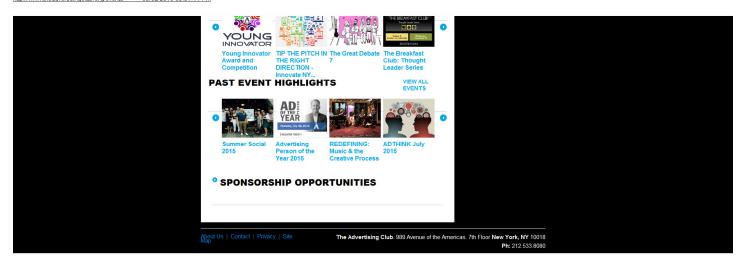
With so many businesses buying ad specialties there is a huge opportunity for professionals looking to make great money running a promotional products distributorship. It's easy and inexpensive to get started and you can work from home.

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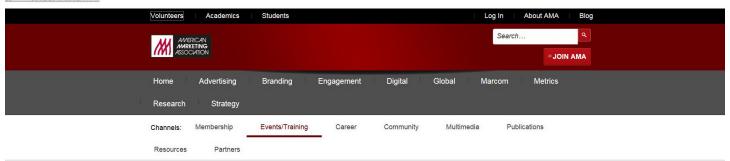
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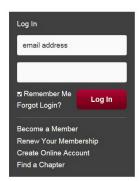
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be well equipped for both. Led by top academic experts, we'll delve into the most current analytics tools and strategies. You'll come away with a better understanding of how to track customers as well as link their behavior to sales — the metrics executives are looking for.



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In-Person Event

Integrated Marketing Communications - Chicago

9/13/2012 - 9/14/2012 | 205 North Michigan Avenue, 10th Floor, Chicago , IL

Learn to create an integrated marketing communications strategy and deliver an engaging brand experience to contribute to revenue generation and real customer value.

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Using case studies, exercises and best practices, you will learn how to create a meaningful, differentiated brand and fully deliver a brand experience capable of driving revenue and profit growth.

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9/24/2012 - 9/25/2012 | 39 Dalton Street, Boston , MA In-Person Event

Using case studies, exercises and best practices, you will learn how to create a meaningful, differentiated brand and fully deliver a brand experience capable of driving revenue and profit growth.

Marketing Planning Boot Camp: Philadelphia

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The ability to develop a marketing plan is a critical success factor for marketing professionals, business managers, and entrepreneurs. The Marketing Planning Boot CampTM will give you the foundation to create a dynamic marketing plan of your own.

Marketing Planning Boot Camp: Philadelphia

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The ability to develop a marketing plan is a critical success factor for marketing professionals, business managers, and entrepreneurs. The Marketing Planning Boot Camp $^{\text{TM}}$ will give you the foundation to create a dynamic marketing plan of your own.

Health Care Marketing: Washington, D.C.

10/22/2012 - 10/23/2012 | 1001 16th Street NW, Washington , D.C. In-Person Event

This session is for anyone interested in learning compelling, practical, innovative and robust approaches to health care marketing, strategy, research, planning, stakeholder relations, communications, and branding.

Health Care Marketing: Washington, D.C.

10/22/2012 - 10/23/2012 | 1001 16th Street NW, Washington , D.C. In-Person Event

This session is for anyone interested in learning compelling, practical, innovative and robust approaches to health care marketing, strategy, research, planning, stakeholder relations, communications, and branding.

Social Media 101: Pittsburgh

10/23/2012 - 10/24/2012 | 300 West Station Square Drive, Pittsburgh , PA In-Person Event

The goal of this social media boot camp is to help attendees put social media to work in their organizations. Attendees will learn practical tools, techniques and ideas that attendees can use today to create and deploy a social media strategy.

Social Media 101: Pittsburgh

10/23/2012 - 10/24/2012 | 300 West Station Square Drive, Pittsburgh , PA

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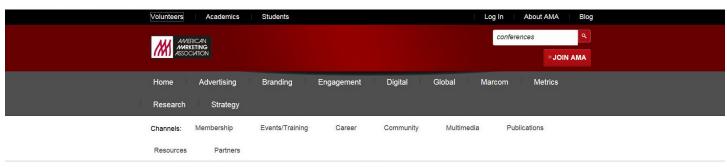


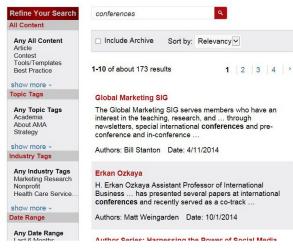


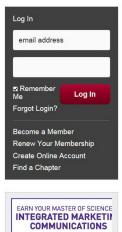
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Authors: Rebecca Rush Date: 2/17/2014

The Consummate Host

By: Diane Gage Lofgren Marketing Health Services ... or participating in events, conferences and trade shows allows an organization to showcase ...

Authors: Diane Gage Lofgren Date: 2/21/2014

The Endangered Marketing Maven

By: Don E. Schultz Marketing Insights ... With the development of the Internet ... which boasts a host of programs, conferences and materials dedicated to the subject ...

Authors: Don E. Schultz Date: 5/13/2015

On Selfies and Preening Like a Peacock

Given the vast number of resources available to today's consumer, he or she is the one selling ... On many occasions, during seminars and **conferences**, and even in the classroom, I am asked .

Authors: Don Schultz Date: 5/13/2015

Consumer Behavior SIG

with other people who share your interests (both at conferences and via virtual communities ... The CB SIG is in the process of organizing special conferences and events

Authors: Barb King Date: 11/12/2014

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How people interact with products and companies has changed ... Learn the six new rules of ... and speaker, and constantly makes presentations at conferences and events all over the world ...

Authors: Karen Gwynne Date: 7/24/2015

Sharing Is Caring

By: Melody Udell Marketing Health Services ... Boston Children's Hospital partnered with IBM to launch OPENPediatrics, a cloud-based social learning platform that

Authors: Melody Udell Date: 7/28/2015

Building Global 'Trust Bridges'

Establishing honorable practices in the workplace and across borders remains a powerful concept in the international marketing community ... "If two parties are exposed to common conditions .

Authors: Michael Czinkota Date: 12/12/2014

1-10 of about 173 results

1 | 2 | 3 | 4 | >

conferences

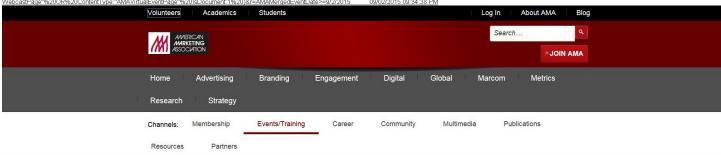




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The American Marketing Association 311 S. Wacker Drive, Suite 5800 Chicago, IL 60606 Tel:(800)AMA-1150 or (312)542-9000 Fax:(312)542-9001

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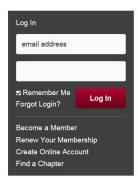


Conferences, Events & Trainings

As the global leader in marketing knowledge, the American Marketing Association hosts a broad range of conferences, trainings, and virtual events catering to marketers, researchers, and academicians in all stages of their careers. By engaging an international cohort of leading faculty, speakers & instructors, the AMA is able to provide forward thinking content to keep members at the forefront of marketing practice. The AMA uses this wealth of expertise to offer unique corporate training for diverse companies and recognize premier marketers in the field through the Professional Certified Marketer program. Use the lists that follow to identify the event that best meets your needs.

Upcoming Conferences, Events & Trainings







9/3/2015

Sharpen your social analytics knowledge about brand health, competitive intelligence, and campaign monitoring Hear how leading companies rely on social insights to yield a larger ..

Measuring Marketing ROI - 2015 - San Antonio, TX

9/9/2015 - 9/10/2015 | 889 East Market Street, San Antonio , TX In-Person Event

Register

Through interactive presentation and discussion, you will learn how to use measurements, analytics and financial discipline to guide the development of more profitable strategies and tactical marketing campaigns.

Citibank: Improving Customer Experiences by Combining Digital Signage and Website Data

9/10/2015

Gain best practices on improving and measuring customer experience across channels at key touch points through tag management Learn how to reduce time spent on custom tag \dots

Display 2.0: Reinventing Display for Brand Advertising

9/11/2015

Drive purchase intent by developing sequenced creative content across channels and down the funnel ... Converge display with other formats in brand awareness campaigns ...

New Online Shopping Research Revealed To Help Brands Prepare For the

9/15/2015

Register

What the key buying days and trends will be during the 2015 holiday shopping season How browsing and buying behaviors differ by product category What mobile shopping will look like ...

Interpreting the Voice of Your Customer - 2015 - Philadelphia

Register

9/16/2015 - 9/17/2015 | 1421 Arch Street, Philadelphia , PA In-Person Event

Our Philadelphia program has been canceled - please consider jo

Why Marketing Without Data is NOT a Good Idea

Featured Videos

- Innovation in Content Marketing
- When to Rebrand
- Rebranding Methodology
- Middle Market Success: Shinola's Detroit Story
- The Power of Influencer Marketing in Social

Upcoming Training

- Measuring Marketing ROI -2015 - San Antonio,
- Interpreting the Voice of Your Customer 2015 -Philadelphia
- Effective Marketing Writing -2015 - Washington, D.C.
- Essentials of B2B Marketing 2015 San Diego
- Winning with Analytics 2015 Washington, D.C.

Attend this webcast to get the answers to these questions ... How can marketers build strong relationships that are built on data ... Why should all marketers be focused on personalization ...

Are your online surveys legally compliant? The impact of today's legal environment on online market research Register

9/17/2015

Learn more about the critical topics of ... Privacy Contractual rights and responsibilities B2B Rewards ... When designing your online survey research, make sure you are in the know when ...

Effective Marketing Writing - 2015 - Washington, D.C.

9/21/2015 - 9/21/2015 | 1919 Connecticut Ave., NW, Washington , DC In-Person Event

Effective Marketing Writing delivers clear, sophisticated training that will ensure you can "up your writing game." Immediately back on the job, you will apply the course's tips and techniques to engage your readers/audience – and get better results.

Do you know the anatomy of a successful email program?

9/22/2015

Register

Get more email delivered Gain attention by having the right message Find the right time to send email Optimize your email campaigns Benchmark your programs

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Branding



From differentiation and positioning, to identity and perception research, the AMA offers an abundance of information, expert insights and educational opportunities on all things related to developing, managing and promoting a successful brand.

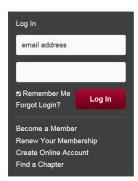
Below you'll find links to the latest brandingfocused AMA events; magazine and journal articles; podcasts, webcasts and more.

Also, check out the tools and templates the AMA has available to help you develop a

market research project that will deliver accurate and relevant results.



Health Care Marketing - 2015 - Houston, TX





Home Agenda Speakers Registration Hotel/Travel Sponsors ... Health care marketing is undergoing dramatic reinvention and change because of emerging trends, reform uncertainties ...

Authors: Clara NelsonDate: 11/2/2015

2015 Marketing Workshops-Fall

Home Agenda Speakers Registration Hotel/Travel Sponsors ... That webinar you wanted to check out just got pushed off your calendar ... That new book you bought has taken a backseat to ...

Authors: Quinn MeyerDate: 10/19/2015

Top 10 Things to Know to Better Engage Generations X, Y, and Z

What defines each generation (X, Y, and Z) in respect to their outlook on the world, what they value, how they spend their time, and how they spend their resources ...

Authors: Anthony SalasDate: 9/29/2015

2015 Annual Conference: Inspired Marketing

Home Agenda Speaker Registration Hotel/Travel Sponsors ... Join us and get inspired at the AMA's 2015 Annual Conference ... Marketers and researchers attending should be prepared to go ...

Authors: Kelly MoranDate: 9/27/2015

Display 2.0: Reinventing Display for Brand Advertising

Drive purchase intent by developing sequenced creative content across channels and down the funnel ... Converge display with other formats in brand awareness campaigns ...

Authors: Anthony SalasDate: 9/11/2015

Best Practices for Brand Health Analysis, Competitive Intelligence, and Campaign Monitoring

Sharpen your social analytics knowledge about brand health, competitive intelligence, and campaign monitoring Hear how leading companies rely on social insights to yield a larger . . .

Authors: Anthony SalasDate: 9/3/2015

Setting the Table for Increased Brand Affinity







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Trending Now

- Guess What Makes Up the Largest Part of Global CMO Budgets
- 5 Ways to Narrow the Marketing Skills Gap
- Advocacy Group 'Changes Tune' of Iconic Coke Ad
- 4 Ways to Communicate Your Site's Data-Tracking Policy
- CMO Survey: Social Media on the Rise

Upcoming Training Events

- Measuring Marketing ROI -2015 - San Antonio, TX
- Interpreting the Voice of Your Customer - 2015 -Philadelphia
- Effective Marketing Writing -2015 - Washington, D.C.
- Essentials of B2B Marketing
 2015 San Diego
- Winning with Analytics -2015 - Washington, D.C.

More »

Greycork wanted to help its e-commerce-only brand connect offline with customers, so it created an experiential marketing effort that brought Greycork execs and customers together to ...

Authors: Molly Soat Date: 9/2/2015

From the Four Ps to the Four 'Why's'

By: Chekitan S. Dev and Don E. Schultz Marketing News \dots The four "why's" are the real tools to make marketing communications investments profitable \dots

Authors: Chekitan S. Dev and Don E. Schultz Date: 9/2/2015

Foreign Accents in Ads: Tips and Tricks

Voiceover accents create subconscious links between the brand and consumers' memories \dots A voice over is a critical part of how consumers engage with audio content \dots Accents in TV ads are an \dots

Authors: Christine Birkner Date: 9/1/2015

Coca-Cola Weighs in on Anti-Obesity Efforts

By: Christine Birkner Marketing News Weekly ... Coca-Cola executives are responding after coming under fire for funding research that claims that obesity is ...

Authors: Christine Birkner Date: 9/1/2015

Upcoming Webcasts

- The New Frontier of Relationship Marketing
- Top 10 Things to Know to Better Engage Generations X, Y, and Z
- The Power of Influencer Marketing
- Understand Native Social Advertising in 60 Minutes or Less
- Do you know the anatomy of a successful email program?

More »

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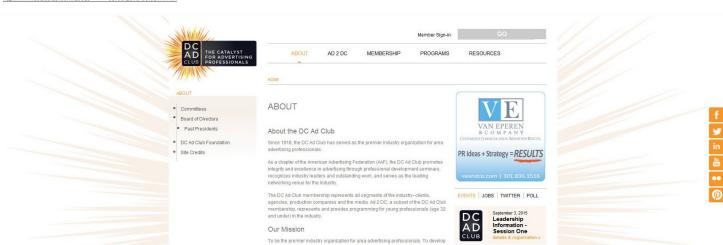
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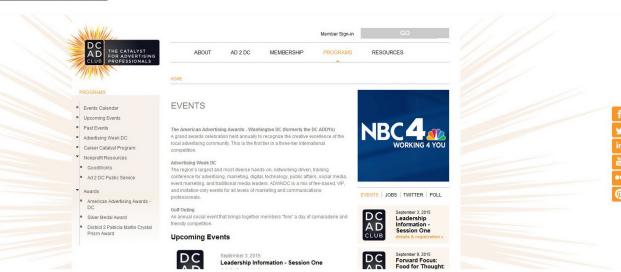
value-oriented and relevant programs, services, and events. To expand and grow current and prospective members in the Washington metro ad community.





September 9, 2015 Leadership Information -Session Two





September 3, 2015 Leadership Information - Session One

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September 9, 2015 Leadership Information -Session Two



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Elevating...
Featuring: Patty Delk, Vice President, Str
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September 9, 2015 Leadership Information - Session Two







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advertisers will need to be involved. For over a decade, MediaPost has been tracking how emerging technologies and media succeed and fail with the marketers who inevitably need to support them. We bring that expertise and critical perspective once again to SXSW.

Featured Speakers



































AARP aetna amazon







View All Speakers

"Above all other conferences, the OMMA events provide the most comprehensive insight into the state and future of interactive media, marketing and advertising. The content is top-notch, and the individuals I have the opportunity to meet, are the ones leading the charge to make interactive a premier medium for advertisers. These are top-quality events for anyone involved in the digital media space"

Kevin Klein, Head of Marketing, Global Display Advertising, Amazon.com "The OMMA events are always very, very well organized and informative. The speakers from well known brands and the case studies from solutions providers highly relevant."

Carri Lukasik, Marketing Manager, Disney

"Above all other conferences, the OMMA events

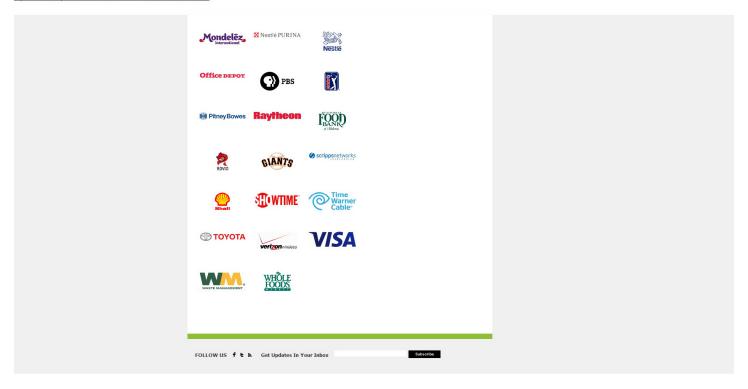
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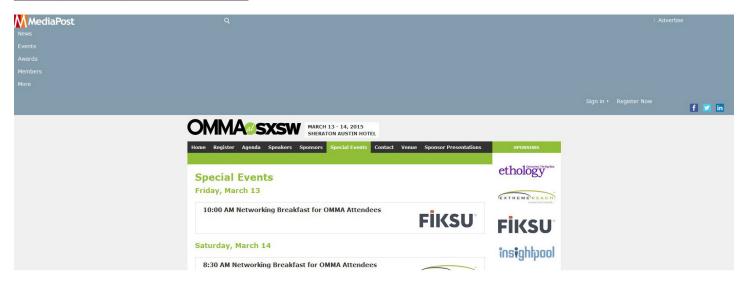
MediaPost strives for excellence in its coverage of media, marketing and advertising, Our brand marketers, media buvers, sellers and brand marketers, media buvers, sellers and emerging platforms. We choose speakers exclusively for their ability to bring perspective and insight to our stage. All conferences are journalists. MediaPost has never and will never engage in "pay to play" conferencing.

"MediaPost's OMMA content was some of the best I've seen in the past two years at SXSW."

Quality Pledge













How the Masters of Media Sales Win More Business



Masters of Media Selling is a small-group, intensive, seminar with individual attention to solving your specific sales problems, delivering the best practices in advertising sales boiled down from 20 years of star salesmanship and sales management and 20 years of consulting and training sales people from hundreds of media firms. These principles and practices have been shown to work for the largest media like Parade Magazine (over a million doilars a page) and IV Scuide, for city magazines, cale and IV and newspapers and odv-com companies and business-to-business media companies. The instructor will help you apply the principles to your medium and sales challenges. challenges.

Three skill sets make Masters of Media Selling:

- Planning and prospecting to get the right appointment at the right time, along with the right information to make a sale.
 Persuasion that sells, not tells. We focus on understanding and using the 6 principles of influence.
 Probing, handling objections and closing to achieve and advancement of the sale rather than another 'good call' that goes nowhere.

Do you believe your media should be getting a bigger share of the buys? Are you having trouble getting appointments with the right buyers? Do your potential customers have you on a pointless RFP treadmill? These are all common complaints of media management. The Media Masters sales course will give you skills to solve every one of these problems and more.

After this class, you or your sales people will have more success getting higher level appointments with decision makers, BEFORE the RFP is issued. You'll know how to create a presentation that gets your prospects to AGREE FROM THE START, and you'll understand how great sales people get their clients to change their mind. That is right. How often do you hear your prospects say "I ddin't buy from you last year, but I was wrong. Now I'm giving you the order?" Media Masters will show you how to open up your client's mind to a different view.

Who is this class for? For entry level sales people it will be a revelation; so much clarity to open up the black art of sales, clear plans and benchmarks to set their sights upon, and clear strategies to juggle many clients and focus on the big opportunities, and a clear persuasion strategy that is proven to work. For sales managers it will give you a multitude of solutions to leach your sales people. For experienced sales people it will help them learn how to build on your strengths and shore up your weaknesses.

Master Plan for Selling Advertising Media

The first requirement of sales is getting to the right place at the right time with the right information to make a sale. Whether your "right place" is on the phone or in person, sales masters organize themselves to juggle hundreds of accounts and still call the right people at the right lime. And they do it with the right ideas and information at their fingertips to make sales. Failing to get to the right time and place is the first way to fail... no matter how charming and convincing you are.

Master Plan will cover how to prospect for leads, qualify which leads to work most intensively, and how to develop a sales cycle of selling, and renewing business. Master Plan will make you the master of your territory, showing management your plan on key accounts and where they come in to help you advance big accounts.

Master Persuasion to Win Advertising Sales

Persuading like a Master will help you understand how to create shared agreement at the beginning of your sales persuasion so that you can lead the buyer from agreement to agreement to a sale, making logical objection hard to voice. Master persuaders know how to open buyers minds to change, to make the purchase the buyer didn't, at first, think they want.

Master the Jargon

Master Media will teach you the concepts and language to master competitive media; if you are a print selier we'll help you understand digital and broadcast terminology to prepare you to go nose to nose with a media director discussing how your media is the right place for the investment. You are likely selling a multiple media package of two or three media. You can no longer be most successful understanding only your property.

Master Closers are Master Probers and Objection Handlers

Almost all sales people know they should ask more questions in their sales process, but they don't do it. One reason is that they are afraid to ask dumb questions. But we know that if we ask the right questions, the client will tell us what they want (or in the language they want to have we can work with to self them what they want (or in the language they want to hear it in). The master sales class will give you the structure to probe better for opportunities and for objections, and to handle objections in a simple, natural, and systematic way. Today, objections start with getting appointments. So objection handling skills are critical at every stage of the sales process from prospecting to closing doals.



ABOUT PSAMA EVENTS MEMBER RELATIONS SPONSORS MARKETING RESOURCES MEMBERS ONLY CONTACT US

Networking Events 2012 Pulse Awards 2011 Pulse Awards MarketMix 2013

MarketMix 2012

Interactive Learning Workshops

Contact Us AMA TV 2014 Pulse Awards April 2014 Membership

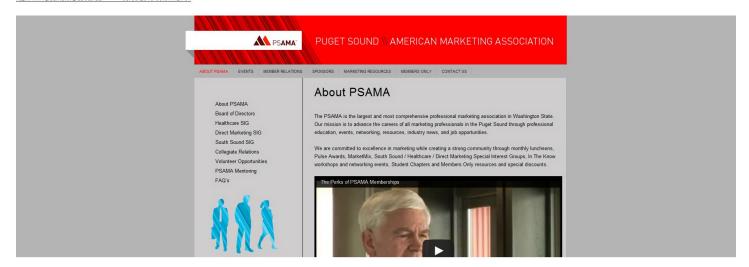
Drive for PSAMA PSAMA Board Election Candidates for 2015

Networking Events

The PSAMA Networking Committee provides an opportunity for PSAMA members and future members to connect, share career advice, and create a close knit group of Puget Sound marketers through professional professional

Our popular Speed Networking events allow members to creatively meet everyone in the room through quick, focused conversations. We also have social events that promote camaradarie among members and help to expand your professional networks.





SPONSORSHIP OPPORTUNTIES AVAILABLE FOR THE 2015 -2016 SEASON

Reach the largest group of Puget Sound Marketers by supporting PSAMA and our events. To learn more about our sponsorship opportunities, contact Tim Mohler.



If you would like to connect with peers to grow personally and professionally, we encourage you to join the PSAMA. We look forward to meeting you!

About AMA National

The American Marketing Association (AMA) is the professional association for individuals and organizations who are leading the practice, teaching, and development of marketing worldwide. The principal roles are:

- Connecting: The AMA serves as a conduit to foster knowledge sharing.
 Informing: Providing resources, education, career and professional development opportunities.
 Advancing: Promoting/ supporting marketing practice and thought leadership.

Through relevant information, comprehensive education and targeted networking, the AMA assists marketers in deepening their marketing expertise, elevating their careers and ultimately, achieving better results.

To learn about the AMA, visit our national site at www.ama.org/a>



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April 2014 Membership

Drive for PSAMA

PSAMA Board Election

Interactive Learning Workshops

 $We provide \ a \ variety \ of interactive \ learning \ events \ and \ workshops \ with \ structured \ networking \ opportunities \ that$ focus on providing valuable and actionable information that members can use to improve their professional $\frac{1}{2}$ knowledge and networking skills.

Our educational workshops have included such topics as: Getting into an MBA Program; Networking by Personality Code; Change Your Career, Improve your Life, Marketing Trends of 2011 and Understanding and Applying Analytics. During the 2013/14 year, we plan to hold five Speed Networking events, 5-7 workshops, and are introducing Marketing Lounge, a quarterly social event with a relaxed and fun atmosphere for free-form



Stay informed and attend upcoming networking and workshop events to boost your knowledge and your































VIDEO





The 2015 CE Hall of Fame Class



BLOG POST VIDEO: How 3D Printing is Revolutionizing Animal Prosthetics



BLOG POST Five 3D Printed House Projects You Need to Know About



What Type of CES Attendee Are You?

The CES show floor is packed with thousands of unique attendees. Take our quiz to find out which type you are.



Mobility and Connectivity Drive CE Ownership



CEA Issues Call for Entries for CES 2016 Innovation Awards

CEA Brings Series of Innovation Events to New York November 8-10, 2015

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The CES conference program is the place to go to take the pulse of the industry, learn about the latest trends and hear from top visionaries.

Hear what's next in the transformative consumer technology space from an all-star lineup of speakers at CES 2016.

Attendees can anticipate a robust conference program featuring more than 220 sessions and 800 speakers. The consumer technology industry's top voices will provide dynamic thought leadership in conference sessions, SuperSessions and keynote addresses you won't want to miss.

The conference program at CES offers a unique opportunity to engage with industry experts. Witness the latest in emerging trends and technologies, be the first to hear from startups and discover the story of how content, creativity, technology, brand marketing and influencers come together as part of the CES universe at C Space.

Check back in October for a list of the dynamic 2016 conference tracks and pass options that will help maximize your CES experience. Conference registration launches October 19.









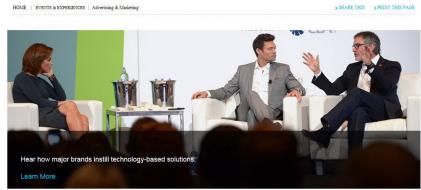








Advertising & Marketing











C Space is the CES experience for creative communicators, brand marketers, advertising agencies, digital publishers and social networks. It tells the story of how content, creativity,

technology and influencers come together to discover new with some of the world's most renowned brands, advertisers, content platforms and more; an unparalleled conference program diving into the synergies and growth of content and brand integration; and networking events and evening soirees to cap off a successful day of deals, developments and strategizing.

Let C Space help you navigate through the breaking developments of your industry at the world's most influential technology show. Check back soon to see what's planned for special events, conference programming and more.

nBev Apple Inc. Beneral Mills Inc Digitas PepsiCo OGoogle

Participants

Every brand has a captivating narrative. You'll see there story unfold through their distinctive participation in C Space at CES. Stay tuned to see who to expect.

Hours for C Space exhibits at ARIA

Exhibiting hours differ slightly from the overall CES show floor hours:

 Wednesday, January 6 10 AM-6 PM Thursday, January 7 10 AM-6 PM Friday, January 8 10 AM-2 PM

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To: Consumer Electronics Association (<u>ckelly@wileyrein.com</u>)

Subject: U.S. TRADEMARK APPLICATION NO. 85702202 - BRAND MATTERS

- 740250018 - Request for Reconsideration Denied - Return to TTAB

Sent: 9/3/2015 9:33:32 AM

Sent As: ECOM105@USPTO.GOV

Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

U.S. TRADEMARK APPLICATION

USPTO OFFICE ACTION (OFFICIAL LETTER) HAS ISSUED ON 9/3/2015 FOR U.S. APPLICATION SERIAL NO. 85702202

Please follow the instructions below:

(1) **TO READ THE LETTER:** Click on this <u>link</u> or go to <u>http://tsdr.uspto.gov</u>, enter the U.S. application serial number, and click on "Documents."

The Office action may not be immediately viewable, to allow for necessary system updates of the application, but will be available within 24 hours of this e-mail notification.

(2) **TIMELY RESPONSE IS REQUIRED:** Please carefully review the Office action to determine (1) how to respond, and (2) the applicable response time period. Your response deadline will be calculated from 9/3/2015 (or sooner if specified in the Office action). For information regarding response time periods, see http://www.uspto.gov/trademarks/process/status/responsetime.jsp.

Do NOT hit "Reply" to this e-mail notification, or otherwise e-mail your response because the USPTO does NOT accept e-mails as responses to Office actions. Instead, the USPTO recommends that you respond online using the Trademark Electronic Application System (TEAS) response form located at http://www.uspto.gov/trademarks/teas/response_forms.jsp.

(3) **QUESTIONS:** For questions about the contents of the Office action itself, please contact the assigned trademark examining attorney. For *technical* assistance in accessing or viewing the Office action in the Trademark Status and Document Retrieval (TSDR) system, please e-mail TSDR@uspto.gov.

WARNING

Failure to file the required response by the applicable response deadline will result in the

ABANDONMENT of your application. For more information regarding abandonment, see http://www.uspto.gov/trademarks/basics/abandon.jsp.

PRIVATE COMPANY SOLICITATIONS REGARDING YOUR APPLICATION: Private companies **not** associated with the USPTO are using information provided in trademark applications to mail or e-mail trademark-related solicitations. These companies often use names that closely resemble the USPTO and their solicitations may look like an official government document. Many solicitations require that you pay "fees."

Please carefully review all correspondence you receive regarding this application to make sure that you are responding to an official document from the USPTO rather than a private company solicitation. All official USPTO correspondence will be mailed only from the "United States Patent and Trademark Office" in Alexandria, VA; or sent by e-mail from the domain "@uspto.gov." For more information on how to handle private company solicitations, see http://www.uspto.gov/trademarks/solicitation_warnings.jsp.